

KANDIYOHI COUNTY AND CITY OF WILLMAR ECONOMIC DEVELOPMENT COMMISSION (EDC)
MARKETING AND PUBLIC RELATIONS COMMITTEE MEETING
MINUTES
January 23, 2017
WORKUP, Willmar

Present: Donna Boonstra, Shari Courtney, Jean Geselius, Sarah Isdal, Mike Negen, Ashley Queenan and Julie Redepenning

Excused: Ann Winge Johnson

Guest: Jayme Sczublewski of REDstar Creative

Staff: Aaron Backman, Executive Director and Connie Schmoll, Business Development Specialist

Secretarial: Nancy Birkeland, Legal & Administrative Assistants, Inc. (LAA)

Chairperson Mike Negen called the meeting to order at approximately 12:07 p.m.

MINUTES—The minutes of the November 28, 2016 meeting were approved as emailed.

2016 MARKETING PLAN—

EDC Marketing Brochure. The committee reviewed a draft of the new marketing brochure (see attached). Backman noted the staff photos on the first page will be updated. The committee had the following comments/suggestions for the inside panels of the brochure:

- Remove the last paragraph in the first column that lists the communities as they are already on the first page.
- Move the center panel to the left column and put the photos in the center column to break up the text.
- Remove the laptop photo in the upper left column.

Backman stated the goal is to have a final brochure printed by mid-April when Connie Schmoll will be attending a dairy conference.

Backman showed the aerial photos taken by Melissa Knott, including of the MinnWest Technology Campus (MWTC). The MWTC aerial photos have not been approved by MWTC for use.

Booth/Displays. Backman distributed possible booth displays that could replace what the EDC currently has (see attached). The committee discussed having three pull-up panels rather than using the EDC's large popup display. The panels could be done using one theme or have three separate messages. Julie Redepenning stated the local Minnesota Department of Employment and Economic Development office purchased three different panels and made them so they could be displayed halfway pulled up for use as a tabletop display. Negen stated the top and bottom of each panel could

be tied in for use together or individually. Negen will see if he has examples of displays that Hansen Advertising has done for its customers. It was noted that not every show has the space to use three panels so it would be good to have the flexibility to use separate panels.

UNFINISHED BUSINESS

Marketing Assistance to EDC Ag Committee. Jean Geselius distributed information on the EDC's Agriculture and Renewable Energy Development (Ag) Committee (see attached). Geselius suggested a one-page template could be created, similar to what has been done for the Willmar Industrial Park and MWTC. The one-page flyers could focus on various areas in agriculture. It was suggested the information on the third page of the handout could be pulled into a template. Connie Schmoll stated the committee registered for a booth at the Willmar Ag Show March 13-14, 2017 and it would be beneficial to have a flyer by then. Schmoll will provide Geselius with the Ag Committee's 2017 Goals once they are finalized. Schmoll stated the committee would like to focus on educating the general public on matters related to Ag, possibly by industries. The committee recommended that when the EDC's booth displays are created, they include information on Ag. Backman reported he was on Open Mic with Kim Larson, an Ag Committee member, who discussed the Ag Producer BRE Survey that is being done. It was suggested that Ag Committee members could be guest speakers for local groups, such as Kiwanis, Lions, etc. Schmoll stated the poster used by the committee needs to be updated with the new goals once they are finalized. Schmoll also asked about marketing for the West Central Angel Fund I. It was suggested that each member of the Fund have business cards with contact information. Schmoll has been invited to speak at a AURI conference about the Fund in March.

NEW BUSINESS

Spring Newsletter. The next newsletter will focus on marketing. Backman provided information on the state broadband grants awarded to Kandiyohi County, which could be included in the spring newsletter. Schmoll stated the EDC's Broadband and Advanced Technology Committee will assist the grant recipient, Consolidated Telecommunications Company (CTC), with marketing to residents encouraging them to sign up for the broadband service once it is installed. The cost to sign up for the broadband service after the grant is finalized, will be higher. Marketing the broadband service could be done in a variety of ways, including radio ads. Schmoll stated the Broadband and Advanced Technology Committee anticipates marketing will be multi-tiered. A catchphrase that could be used for marketing the service would be helpful. Donna Boonstra stated the Broadband and Advanced Technology Committee needs to get the message out that it will be great service compared to what has been previously provided. Other possible articles for the newsletter included the Willmar Area Multicultural Business Center relocating to the EDC office; the diverse BRE grant received from Southwest Initiative Foundation; and the EDC boards' strategic planning session to be held in March.

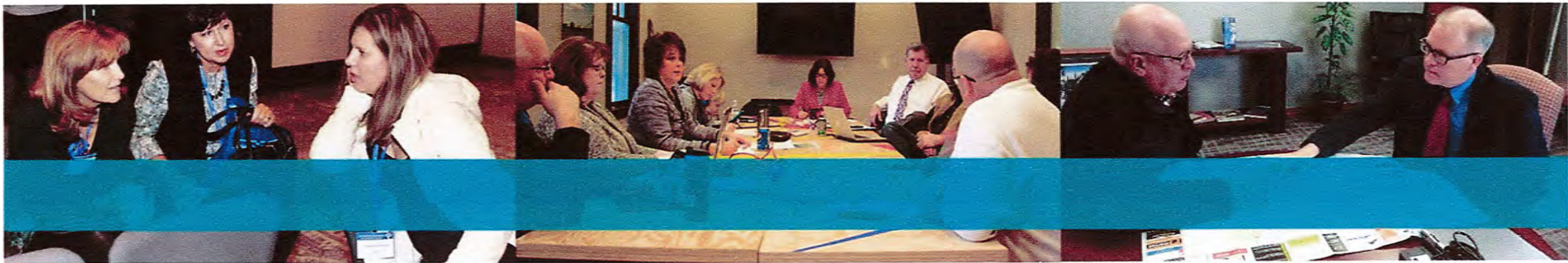
Other. Backman showed a PowerPoint presentation he will be using as a speaker at Ehlers Finance Seminar in February on Crowdfunding: Abatement 101 and Case Studies, which includes information on Glacial Ridge Hospitality and the Kandi Mall renovation. The committee liked the look of the presentation, which includes EDC branding.

2017 Marketing Plan. The committee was asked to review the 2016 Marketing Plan to be ready to discuss a 2017 Marketing Plan at the February committee meeting.

Committee Members. Backman announced that Lyndsey Donner resigned from this committee as she is now an employee of REDstar Creative. Backman indicated Ryan Thielen of Procore and Deb Geister of Navigator Consulting Group have shown interest in marketing the community and may be positive members for this committee. Jayme Sczublewski volunteered to speak with Geister and Backman will speak with Thielen about possible interest in being on this committee.

ADJOURNMENT—There being no further business, the meeting was adjourned at approximately 1:23 p.m.

NEXT MEETING—The next committee meeting is **12 noon, Monday, February 27, 2017** at WORKUP, 1601 Technology Drive NE, Willmar.



Aaron Backman

Economic
Development
Director

aaron@kandiyohi.com



Connie Schmoll

Business
Development
Specialist

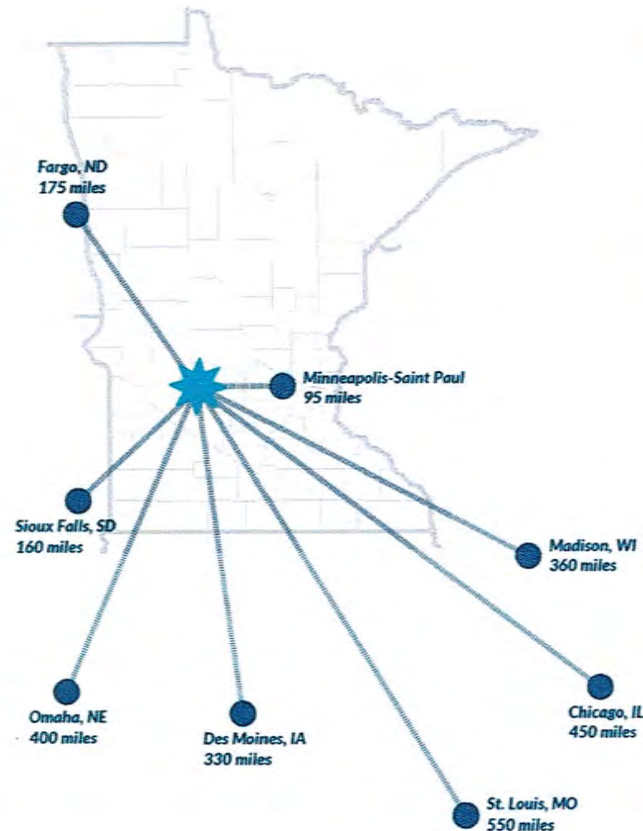
connie@kandiyohi.com

The collaborative spirit of the Kandiyohi County and City of Willmar EDC fuels our enthusiasm for building our local economy and supporting local businesses. We draw on the solid experience of our staff in concert with the multi-faceted expertise of our committees to provide support in site selection, financial packaging and workforce procurement, development and retention.

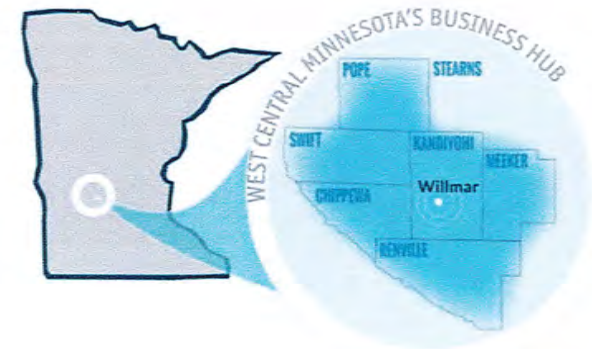
Proudly serving these
Kandiyohi County communities:

Atwater | Blomkest | Kandiyohi
Lake Lillian | New London
Pennock | Prinsburg | Raymond
Spicer | Sunburg | Willmar

The mission of the Kandiyohi County and City of Willmar Economic Development Commission is to be a catalyst for economic growth in the greater Kandiyohi County Area.



**Kandiyohi County & City of Willmar
ECONOMIC DEVELOPMENT COMMISSION**



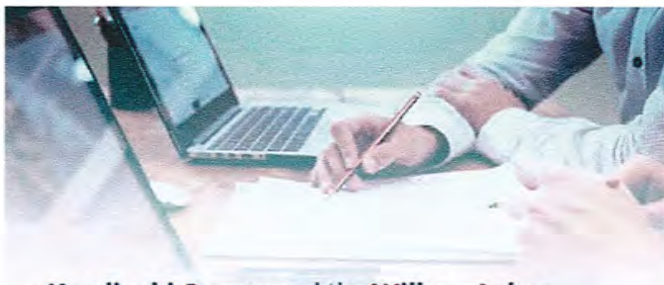
OPEN *for* BUSINESS

222 20th St SE
Willmar, MN 56201

866.665.4556 | 320.235.7370

edc@kandiyohi.com | www.kandiyohi.com





Kandiyohi County and the Willmar Lakes Area is a vital, growing, regional center in the heart of West Central Minnesota. The total population of the county has surpassed 103,500 and is growing. Willmar is one of the fastest-growing, non-metropolitan cities in the state. The Minnesota demographer forecasts continued growth because of the diverse economy, expansion in smaller industries as well as tourism in the area.

The Kandiyohi County and City of Willmar EDC has **built collaborative relationships** with our city and county governments, private industry and community organizations. We are funded by both city and county dollars, allowing us to address economic development for the regional headquarters in Willmar as well as the larger area of the county and its communities.

The EDC has provided **visionary leadership** in several regional projects, including the development of the MinnWest Technology Campus--home to innovators in bioscience, agribusiness, technology and bioenergy. We are also working to expand current industrial parks, promoting a multicultural market, spearheading a broadband initiative and supporting alternative energy projects.

Our EDC serves **eleven vital communities** in the county: Atwater, Blomkest, Kandiyohi, Lake Lillian, New London, Pennock, Prinsburg, Raymond, Spicer, Sunburg and Willmar.



Kandiyohi County & City of Willmar
ECONOMIC DEVELOPMENT COMMISSION

ADVOCACY

We advocate for the local business community by providing customized support, consulting and mentoring programs. We also provide access to critical funding sources and aid in the application process.

RETENTION

We support our local business community by providing customized business retention, expansion and relocation support. It's our goal to assist startups by providing access to funding opportunities and our growing entrepreneurial network.

EXPANSION

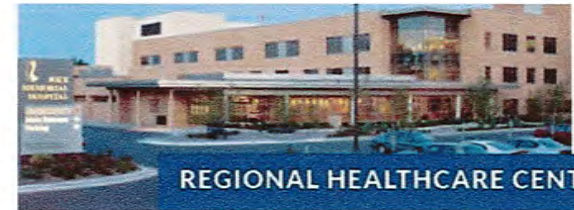
We actively recruit businesses to our area in the industries that are best suited to our local economy: healthcare, agriculture, renewable energy, biotechnology, retail and e-commerce.

MARKETING

We work closely with our marketing committee to promote our community in order to attract targeted businesses and talent from all sectors.



STRONG BIOTECHNOLOGY SECTOR



REGIONAL HEALTHCARE CENTER



COMMUNITY COLLEGE



ENTREPRENEURIAL NETWORK



RESEARCH & TECHNOLOGY CAMPUS



REGIONAL AIRPORT



RAIL TRANSPORT

Hub?



WWW.CHICKASHAEDC.COM
405-574-3477



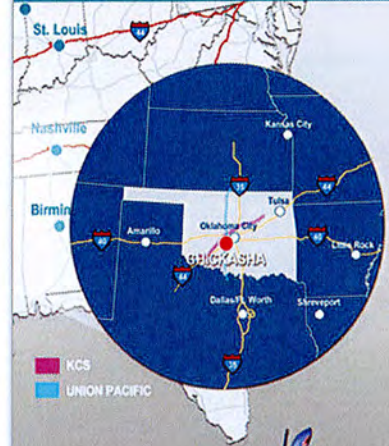
- BUSINESS FRIENDLY
- CENTRAL US LOCATION
- LOW COST OF DOING BUSINESS

Make Your Move
CHICKASHA
ECONOMIC DEVELOPMENT COUNCIL



- FREE LAND
- FREE CASH FOR JOBS

LOCATED IN THE
OKLAHOMA CITY MSA



Agriculture and Renewable Energy Development Committee

Mission

To sustain, identify and develop agriculture, agribusiness and renewable energy opportunities

Overall Goal of the Agriculture and Renewable Energy Committee

Target activities that leverage Kandiyohi County's assets in agriculture, with a special emphasis on Ag business, manufacturing, bioscience, technology, energy and research.

GROUP A:

1. Establish an ag investment group
 - a. Secure a minimum of 8 investors to lead the charge for a larger group by June 1, 2016.
 - i. Currently 31 founding members
 - b. Establish a fund by December 31, 2016 with a minimum of \$1MM for projects.
 - i. Committed capital exceeds \$1MM
 - c. Attend at least two Community Venture Network meetings to seek economic development projects for Kandiyohi County.
 - i. Attended CVN in August; scheduled to attend in December
 - ii. Currently writing proposal for a CVN introduced project
 - iii. Sent site information for a CVN introduced project
 - iv. Netzero, a CVN business, made a presentation to angel investors in October
 - d. Bring at least one agriculture or renewable energy related project to the investment group for consideration by December 31, 2016.
 - i. Projects ready to present when application process is ready.
2. Plan for a 2017 Ag Producers Survey
 - a. Develop a timeline and select interview tools by October 31, 2016.
 - i. Survey tool is finalized; timeline finalized; survey to be conducted in February 2017.
 - b. By December 2016, secure the funding needed to complete the project.
 - i. \$2750 secured from contributions and EDC budgeted for \$3500, another \$1450 needs to be secured.
 - c. Secure at least 20 volunteers by December 31, 2016, to assist with interviews.
 - i. Currently 8 volunteers secured

2. Continue to monitor and promote Kandiyohi County's involvement in the Minnesota Turkey Research and Development Facility and Minnesota Dairy Training, Research and Consumer Education Facility
 - a. Support MCROC and its work on turkey research.
 - i. Created MWTC marketing materials featuring the new sequencing machine at MCROC Research facility.
 - ii. Assisted with U of M Showcase
 - iii. Facilitated tours of MWTC/MCROC
 - b. Make at least one connection with University of Minnesota Turkey Research representative by September 30, 2016.
 - i. Inquiry made and discovered there are no further plans at this time.
 - c. Continue to monitor progress of the Dairy Facility.
 - i. No updates received.

Minnesota Agriculture Profile

Minnesota Agriculture Facts

Population: 5.4 million – ranks 21st in the U.S.
Farmland: 26 million acres – 51% of total land area
Number of farms: 74, 542
Average farm size: 349 acres
Agricultural marketing: \$19 billion in 2014
Crops: \$10 billion
Livestock: \$9 billion

Minnesota's Rank in United States Livestock Agriculture

#8 in livestock cash receipts (\$8.8 Billion)

#1 in turkeys
#2 in hogs
#3 in meat animals
#6 in cheese and honey
#8 in milk
#10 in eggs

Minnesota Livestock Sectors (% share by value)

Hogs – 36%
Dairy – 25%
Cattle/calves – 21%
Poultry/eggs – 16%
All other – 2%



Agriculture and Renewable Energy Development Committee

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2016 Focus

1. Advocate for and support the development of an investment group to focus on ag bioscience, value added agriculture, renewable energy, and related developments in Kandiyohi County.
2. Assist with deployment of broadband into rural unserved areas of Kandiyohi County.
3. Plan for a 2017 Ag Producers Survey and Report.
4. Support and conduct ag education including developing a public relations strategy.
5. Continue to monitor and promote Kandiyohi County's involvement in the Minnesota Turkey Research and Development Facility and Minnesota Dairy Training, Research and Consumer Education Facility.
6. Support development of additional sources and uses for area food products.

Kandiyohi County Agriculture Profile

2012 Census of Agriculture County Profile

Population: 42,258 -
Farmland: 415,090 acres – 81.3% of total land area
Number of farms: 1,310
Average farm size: 317 acres
Agricultural marketing: \$495 Million in 2012
Crops: \$284 Million
Livestock: \$211 Million

Kandiyohi County's Rank in Minnesota Livestock Agriculture

7 in livestock cash receipts (\$211 million)

#1 in turkeys
#3 in poultry and eggs
#6 in sheep and lambs
#30 in hogs and pigs
#36 in cattle and calves

Kandiyohi County Agriculture Technology

Kandiyohi County is home to the world's largest turkey breeding and hatching company, Willmar Poultry Company.

The world's largest turkey processor, Jennie-O Turkey Store is a recognized leader in the turkey industry.

RELCO is the world's fourth largest dairy equipment manufacturer.

Epitopix utilizes microbiological expertise and innovation for large-scale manufacture of SRP® Technology vaccines.

A global leader in robotics, Nova-tech manufactures equipment that supports Ag Technology industries.